

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015 / 2016

BRM2044 – RESEARCH METHODS FOR BUSINESS

(All sections / Groups)

5th OCTOBER 2015

2.30 p.m – 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages with 2 sections only.
2. Section A: **TWO (2)** Structural Questions. Attempt **ALL** questions.
Section B: **ONE (1)** Case Analysis. Attempt **ALL** questions.
3. Please write all your answers in the answer booklet provided.

SECTION A: STRUCTURED QUESTIONS (40 MARKS)

Attempt ALL questions.

QUESTION 1

Due to the decrease in number of viewership, MetroTV, one of the famous TV channel in Malaysia would like to determine the Malaysian's perception towards their programmes preferences. Your director of research has decided to conduct the initial assessment on current registered viewership pattern and appointed you to lead the whole survey. Based on the initial assessment, you have decided to conduct the survey in three capital cities in Peninsular Malaysia, i.e. Georgetown, Johor Baharu and Ipoh. You are required to prepare the following to your director prior to the actual data collection (please provide justification to all the points that you would like to present to your director);

- a. Differentiate between probability and non-probability samples. (4 Marks)
- b. What is the population, sampling frame and sample element for this survey?
(6 Marks)
- c. What sampling technique would be used in this situation? (4 Marks)
- d. Based on the sampling technique that you have suggested in question c, briefly explain the actual process on how to select the sample unit during the data collection. (6 Marks)

(Total: 20 Marks)

QUESTION 2

Your company is considering to assess the effectiveness of current training programmes on change management conducted by a consultant. Before the management decided to provide their full support, your department is required to provide some justification on why the training programmes should be implemented to all employees. Since the number of participants for the initial programme is small, your team has decided to call for an interview session to deeply understand the benefits and drawback of the programmes.

Continue...

- a. List **FOUR (4)** ways that your team should use to establish credibility and rapport so as to motivate the respondents to provide valuable, valid and reliable feedback during the interview. (8 Marks)
- b. Briefly explain any **THREE (3)** of the advantages and disadvantages of using face-to-face interview for data collection. (12 Marks)
- (Total: 20 Marks)

SECTION B: CASE ANALYSIS (60 MARKS)

Attempt **ALL** the questions based on the following situation.

Your department has collected survey data with the main objective to investigate the factors influencing employee satisfaction towards the organisation. Being the fresh BBA graduate from Multimedia University, you are assigned by your manager to perform data analysis and present the findings of the survey to top management. Your manager also provides you with a copy of the questionnaire that they used during data collection and master sheet of the scales used in the survey as per the following table:

| Variable | Response Scale Used |
|--|--|
| Age | Actual age in years |
| Income | Actual income in RM |
| Gender | Male, Female |
| Marital status | Single, Married, Other |
| Overall Satisfaction with the company | 5-point scale from extremely dissatisfied to extremely satisfied |
| 3 factors that may influence employee satisfaction | 5- point scale from highly disagreed to highly agreed |
| Number of Children | Actual number of children |
| Current Position | The current position of the respondent |
| Number of Training Attended | Actual number of training attended |
| Attending Training | Yes or no to recall attending any training last month from the company |

You were informed that the company uses a statistical analysis programme called SPSS for its data analysis which you are very familiar with.

Continue ...

You identified a total of 140 respondents' responses have been keyed-in. Based on the above situation, attempt the following questions:

QUESTION 1

What type of scaling, scaling level and descriptive data analysis should you perform to determine the basic patterns in the factors listed on the master sheet as shown in the table given? (for each variable, you are required to determine the scale level and describe the most appropriate type of descriptive analysis) (1.5 marks for each variable)

(Total: 15 Marks)

QUESTION 2

Give example for the following variables on what the descriptive analysis result might be "looked-like" and how it should be interpreted:-

- a. Age (3 Marks)
- b. Income (3 Marks)
- c. Gender (3 Marks)
- d. Marital Status (3 Marks)
- e. Attending Training (3 Marks)

(Total: 15 Marks)

QUESTION 3

Explain the most appropriate analysis that should be conducted, the relevant hypothesis, sample of results and interpretation for the following situations:-

- a. To investigate differences between gender and overall satisfaction. (10 Marks)
- b. To investigate differences between marital status and overall satisfaction. (10 Marks)
- c. To investigate the association between age and income. (10 Marks)

(Total: 30 Marks)

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